



american tag company

FACTORIES • BELLEVILLE, NEW JERSEY • CHICAGO, ILLINOIS

March 4, 1965

Dear Mr. Nelson:

Some time ago you inquired about our tamper-proof, self-destructive pressure sensitive labels. About the time we received your inquiry, we decided that the material from which we produced these labels was not up to our standards and in too short supply.

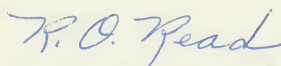
Since then, we have been developing a substitute material, samples of which are enclosed. This self-destructive label, if applied to a surface and allowed to set for a few hours, becomes virtually impossible to remove without tearing. We consider this label to be truly tamper-proof. Try one and you'll agree.

You'll find these labels ideal to identify valuable products, to seal items so that a signal will be provided if any tampering occurs. They're available made-to-order in sheets or roll form for easy dispensing.

May we have a chance to quote on your requirements -- to show you how these labels can save you money? Just drop the enclosed card in the mail.

Cordially,

AMERICAN TAG COMPANY



R. O. Read
Advertising and Sales
Promotion Manager

ROR/ek
Enclosures

P.S. We have also enclosed one of our product brochures illustrating the many ways we can help you in the identification or control of your product.

TAGS • LABELS • DECALS • MULTICOPY FORMS • MARKING MACHINES • PAPER SPECIALTIES



SINCE 1895

QUOTATIONS SUBJECT TO CHANGE WITHOUT NOTICE. WE ASSUME NO LIABILITY FOR DELAYS OR NON-FULFILLMENT WHICH MAY BE CAUSED BY INABILITY TO OBTAIN RAW MATERIAL ON OUR CONTRACTS, FIRES, STRIKES, ACCIDENTS, DELAYS OF CARRIERS, GOVERNMENT REGULATIONS OR OTHER CONTINGENCIES BEYOND OUR CONTROL. ANY TAX IMPOSED BY LAW AFFECTING THE ITEMS COVERED HEREIN SHALL BE ADDED TO THE SALE PRICE THEREOF.

**SELF-DESTRUCTIVE
WHITE STOCK**

**WITH DURABOND (PERMANENT)
PRESSURE SENSITIVE ADHESIVE**

Attach this to your products, just as you would under actual working conditions.

Allow test sample to remain in place 24 hours, then attempt to remove to be sure stock and adhesive will be entirely satisfactory.

american tag co.

151 Cortlandt St., Belleville, N. J.

**TEST
SAMPLE**

11-64

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Factories in CHICAGO, ILL. BELLEVILLE, N. J.

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

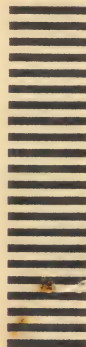
B U S I N E S S R E P L Y C A R D

FIRST CLASS PERMIT NO. 4661, NEWARK, N. J.

AMERICAN TAG COMPANY

151 CORTLANDT STREET

BELLEVILLE 9, NEW JERSEY



- () Please send further information on ^{tamper-proof}~~automated~~ labeling.
- () I am interested in labeling _____
(product)
- () Please have your representative call for an appointment.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____